



Memorandum

TO: PARKS AND RECREATION
COMMISSION

FROM: Steve Hammack

SUBJECT: FRIENDS OF LEVITT PAVILION
EXPLORATORY COMMITTEE

DATE: September 15, 2014

Approved

Date

RECOMMENDATION

Receive a report from Friend of Levitt San Jose Exploratory Committee and provide feedback on a potential Levitt Pavilion in St. James Park.

ANALYSIS

On December 3, 2013, the City Council authorized the City Manager to participate in a community-led process to explore a partnership with the national nonprofit Levitt Pavilions. A Friends of Levitt San Jose Exploratory Committee was subsequently formed for the purpose of assessing the feasibility of a Levitt Pavilion in St. James Park, including a sustainable Friends of Levitt organization in San Jose.

Levitt Pavilions is a national nonprofit organization that offers participating cities financial assistance and a support system to build and sustain a Levitt Pavilion music venue. Additional information on Levitt Pavilions can be found on the Levitt Pavilions website: <http://www.levittpavilion.org/>. Per the Levitt Foundation's requirements, a Levitt Pavilion in San Jose would be run by an independent nonprofit organization and would present a minimum of 50 free music performances annually. The Levitt Foundation would invest significant matching capital and ongoing operating funds in the pavilion and organization. In turn, it requires significant community support and City partnership.

The committee, chaired by Jack Wimberly and Jim Reber, meets regularly and has conducted research for its recommendation. The committee plans to submit its findings in the form of a written report to the City Council by the end of 2014. The process and final report will provide guidelines and analyses for location; feasibility for a Friends of Levitt San Jose organization's governance, programming and fundraising; and will include community outreach and input. The committee is presenting to the Parks and Recreation Commission on its work-to-date and its feasibility project and recommendation to City Council. In addition to presenting to the PRC, the committee presented its work and finding to the Arts Commission on September 10th and Historic Landmarks Commission on September 18th; and will present to the Community and Economic Development Committee on November 17th.

Parks and Recreation Commission
October 1, 2014
Subject: **Friends Levitt Pavilion San Jose Exploratory Committee**
Page 2 of 2

A handwritten signature in black ink, appearing to read 'Steve Hammack', with a long, sweeping flourish extending upwards and to the right.

STEVE HAMMACK
Deputy Director
Parks, Recreation and
Neighborhood Services

For questions please contact Steve Hammack, Deputy Director, at (408) 793-5579.

Attachment A: Memo to the City Council, dated November 21, 2013

Attachment B: Supplemental Memo to the City Council, dated December 2, 2013

**“This park is a huge reason
why we are in this neighborhood.”**

- Natalie Tracy, with son Jack; audience Members of Levitt Pasadena

Levitt Pavilions Exploratory Committee

Update to the Parks and Recreation
Commission

October 1, 2014

Presentation Overview

- 1. Exploratory Committee**
- 2. Saint James Park**
- 3. Levitt Pavilions**
- 4. Next Steps**

Presentation goals

- **Update Commission**
- **Provide background and context**
- **Answer questions, receive comments and feedback**

EXPLORATORY COMMITTEE

Committee role

*Gather input from the community
for the City's consideration of a successful
Levitt Pavilion in Saint James Park.*

Committee

Kerry Adams-Hapner
Shaun Atkisson
Rev. David Bird
Kymberli Brady
Rudy Flores, Jr.
Dana Grover
Steve Hammack
Julie Matsushima
James Reber
Matt Stevens
Jack Wimberly
Geri Wong
Blage Zelalich

City of San Jose
Sainte Claire Club
Trinity Episcopal Cathedral
Downtown Residents Association
Community/Parks Commissioner
Neighbor/Real Estate Appraiser
City of San Jose
Neighbor/Former Parks Comm.
Parks Foundation, Co-Chair
Neighbor
Neighbor, Co-Chair
Businessperson/SJDA
San Jose Downtown Association

Exploratory process

Phase I (12-24 months)

Exploration, site identification, City commitment

Exploratory Committee

City/Levitt Pavilions/Friends of Levitt

Phase II (6-12 months)

Form Friends Organization and Formal Agreement

Phase III (12-24 months)

Venue/Site Design and Capital Campaign

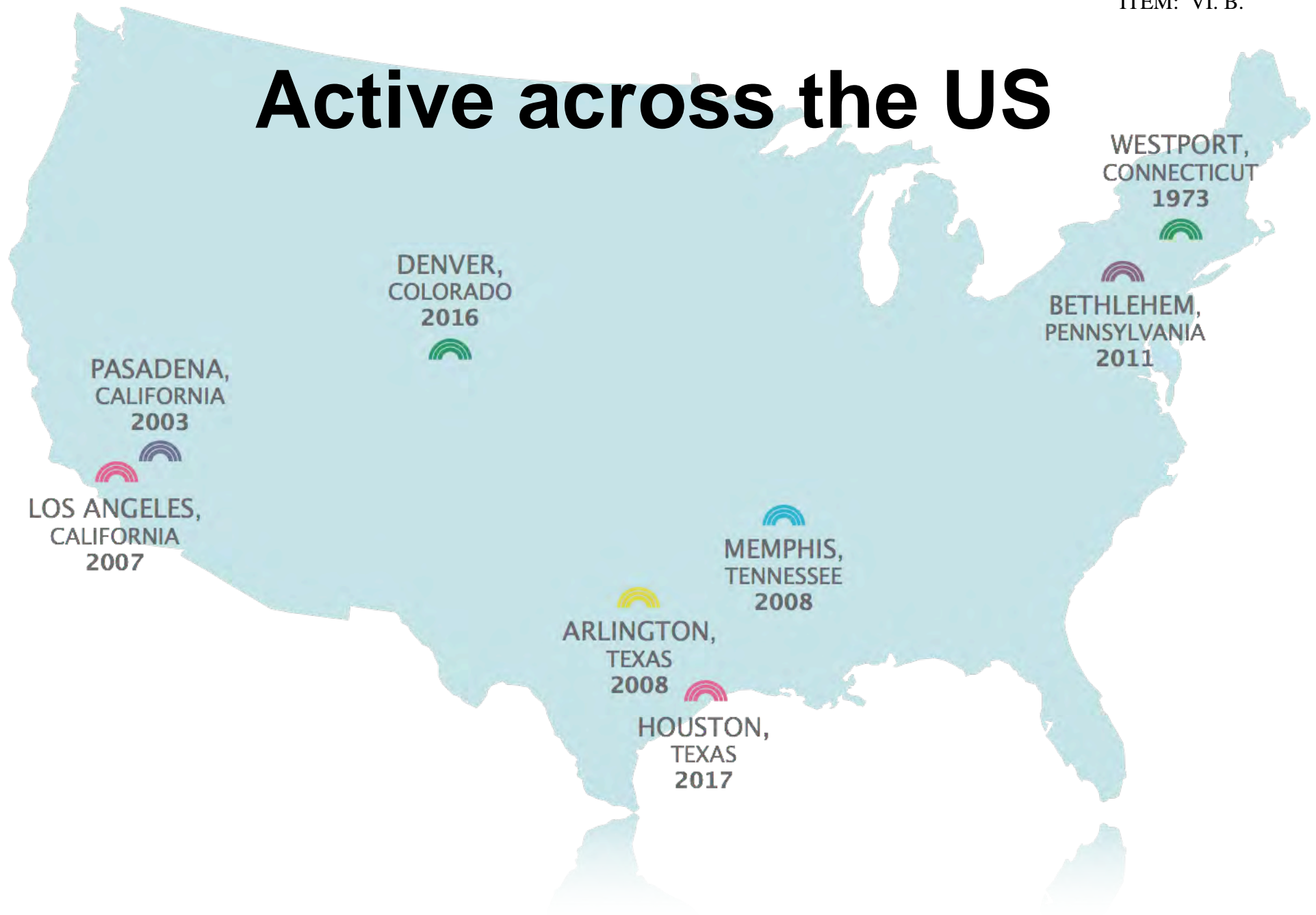
Phase IV (9-12 months)

Construction and Venue Opening

“Build Community Through Music” – *Levitt Pavilions mission*

LEVITT PAVILIONS

Active across the US



“Every aspect of a Levitt Pavilion – from its unique architecture and landscaping to its music programming – engages the city’s character of life.”

- Levitt Pavilions

A city's character: Arlington



A city's character: Pasadena



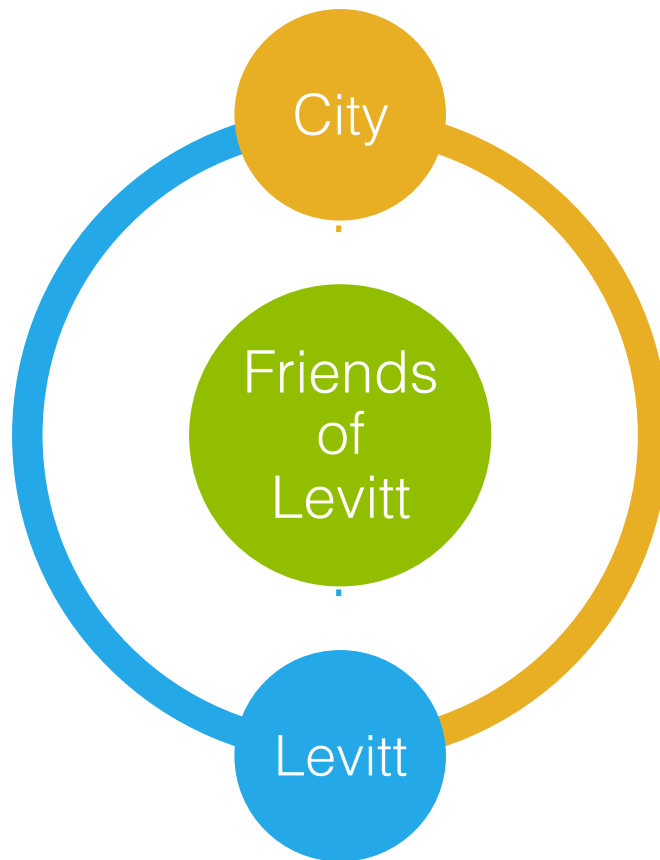
A city's character: Bethlehem



Voice of a City Manager



Levitt: A key partner



Levitt's local approach:

The community knows best

- Independent 501(c)(3) Friends Org
Representative of community
A steward for positive experiences

Levitt's mission:

Community through music

- Proven model for success
Lifelong commitment
\$1.2 million for first 5 years

A community partner



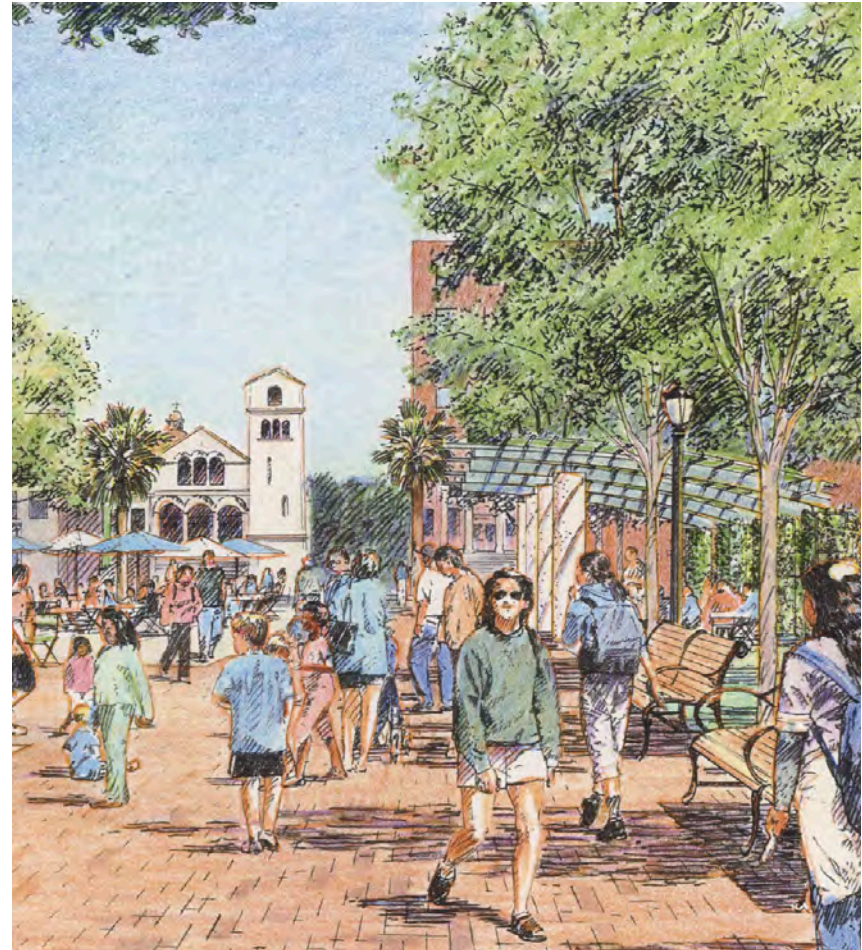
Programming

Levitt requirements

- 50 free live events
- High-quality
- Family-friendly
- Community-driven

Expanded activities

- Could reflect Master Plan Update
- Engage and support community and arts organizations



Background and context

SAINT JAMES PARK

An important historic asset



- National Register of Historic Places
- 1985 Master Plan
- 1989 Historic District Design Guidelines
- 2002 Master Plan Update

“The most important public open space in downtown San Jose.”

Design guidelines

“...preserve historically significant structures, and compatibly integrate existing and new buildings...”

- St. James Square Historic District Design Guidelines

Design direction for new buildings:

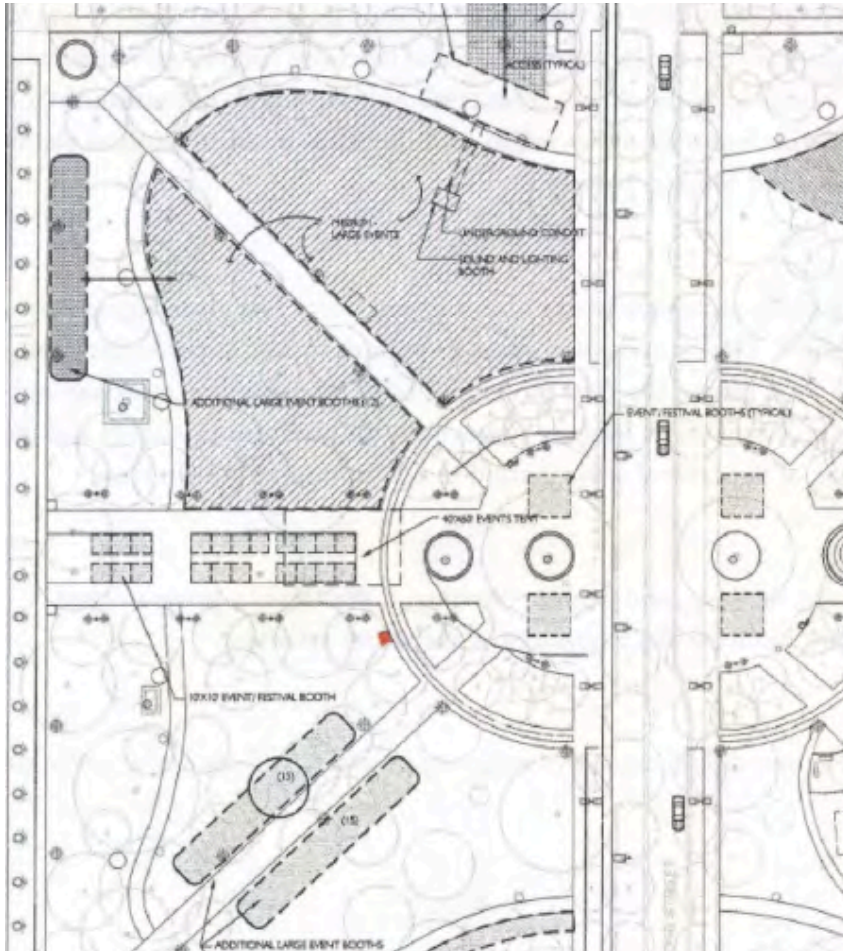
- Integrate and complement the historic district
- Respect and avoid crowding historic structures
- Respect the views from a pedestrian perspective
- Less than 70-feet tall, with a 6:12 roof pitch

Master Plan



- Updated the approved 1985 Master Plan
- Created from community input (preservation, social advocates, business owners, and residents)
- Approved by Council January 2003

Master Plan excerpts



- New architectural elements to integrate with historic character of park
- Add family-friendly elements
- Add an attraction or destination

Excerpt: Programming

“...effective management and event programming is an opportunity to set new standards of safety and attractiveness.”

- 2002 Master Plan Update

- Classical
- Jazz
- World
- Community Festivals
- Art shows
- Dramatic presentations
- Light opera and musical theater
- Children's performances

Excerpt: Management

“...create ongoing programs and events to attract residents and visitors.”

- 2002 Master Plan Update

- Distinct entity governed by Park Code
- On-site coordination of all related activities
- Advisory committee for events
- Security and safety plan
- Management options (public, private, and nonprofit groups)

Work Report and Plan

EXPLORATORY COMMITTEE REPORT

Committee efforts

Working sessions:

- Monthly meetings since February
- Review and analyze Master Plan Update, Design Guidelines, Levitt business plans

Community conversations:

- Engage with arts, preservation, community and neighborhood groups
- Arts, Historic Landmarks and Parks/Recreation Commissions

Site visit:

- Levitt Pavilions in Los Angeles and Pasadena
- First-hand “Levitt experience”
- Friends of Levitt board members, executive staff, and business associations

Summer activation:

- Visited and analyzed various activities, including large festivals and small events

Report considerations

RE: Saint James Park

- Social and behavioral improvements
- Place-maker, define an urban neighborhood park
- Historic district designation

RE: Levitt Pavilion

- Audio and visual impact and mitigation
- Management and programming (season v. year-round)

RE: Friends of Levitt

- Fund raising and organizational sustainability
- Programming and leadership/governance
- Support local arts and community groups, and City efforts

Initial indicators

A Levitt Pavilion in Saint James Park could...

Create a vital amenity as an attractive destination
Build community through music in a family-friendly setting
(Must) respect and enhance the Park's historic setting

A Levitt Pavilion in San Jose could...

Realize goals of the 2002 Master Plan Update
Bring in *significant* financial support from the Levitt organization
Complement efforts to enliven downtown

A Friends of Levitt San Jose could...

Catalyze change and convene community stakeholders
Be a year-round partner in Saint James Park
Be a supportive partner for arts and community organizations

*“Levitt led a confluence of investments
that made that community richer.”*

– Antonio Villaraigosa, former Mayor of Los Angeles

Feedback, Questions